

WAZE TO RAISE

Choose-Your-Own Adventure Roadmap to GSGBC Fundraising

JANUARY - WINTER EVENT

GSGBC hosts a themed fundraising event with dancing, drinks, dinner, and donations! You can participate by securing a business sponsorship or buying a table and inviting prospective donors. You can also join our planning committee to help select the theme, raffle solicitations, and finalizing party details See page 2 for more details!

1

MAY - GOLF CLASSIC

Founded in 1992, the Golf Classic is a premier tournament and our flagship event, always held on the Tuesday after Memorial Day. There are lots of ways that donors of all capacity levels can support this event! Including sponsorships, helping secure raffle items, selling/buying raffle tickets, and more! Check out the next page for more details.

2

JUNE - WIFFLE BALL FUNDRAISER

In 2015, Civil Design, Inc. (including Adonis Smith), created this event to bring engineering and architectural businesses together for fun and philanthropy. Everything is handled by CDI, but we have long had a hope of expanding to a second day. If you're interested view the next page for more details.

3

OCTOBER - FRIENDS DRIVE

In October, you have an opportunity to provide GSGBC with a list of potential donors in your network, and we will create a personalized appeal letter that we will mail for you. The letter can be personalized to fit your voice and audience. We can also work with you on an appeal letter at any time of year that works best for you. Go to page 3 for more details.

4

DECEMBER - 12 BARS OF CHARITY

12 Bars of Charity brings together more than 20,000 attendees for a festive, competitive bar crawl between 8 local non-profits. Attendees buy a sweatshirt in the color of the non-profit they want to support. For every sweatshirt sold, GSGBC receives a \$15 donation. Go to page 3 to learn how you can support us in this fundraiser.

5

OTHER WAZE!

Lunch & Learns/Tours

peer-to-Peer

Host a party!

Corporate Matching

Stewardship

Underwriting



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1. WINTER EVENT

Love a party? We throw the best! Typically the last weekend of January we host a themed fundraising event. Attendees are asked to make a donation during Fund-A-Need portion of our program and the rest of the evening is just a party.

How to be Involved:

- Secure a sponsorship from your business or buy a table and invite prospective donors.
- Invite other folks in your network to sponsor/buy a table.
- Join the Committee! Committee members:
 - Meet two-three times from February – July to evaluate previous event, select upcoming theme, chairs, etc.
 - More regular meetings from August – December for sponsorship solicitation, raffle solicitations, and finalizing party details!

2. GOLF CLASSIC

We hold our Golf Classic on the Tuesday after Memorial Day at Norwood Hills Country Club. An amazing group of friends and loyal supporters gather to play golf, dine, and bid on auction items.

How to be Involved:

- Secure a sponsorship from your business or buy a personal team, sponsorships range from \$3,500 to \$30,000 with various benefits to each.
- Invite other folks in your network to sponsor/buy a team (some great prospects are your banks, accountants, lawyers, vendors.
- Secure donations of items and experiences for our Live and Silent Auctions Any value—\$25 gift cards can add up to an amazing Silent Auction basket!
- Sell Raffle tickets to your friends and associates—ask Raffle Master Ed Finkelstein to show you the ropes! 1 ticket for \$20, 3 tickets for \$50.
- Sell advertisements and hole sponsorships ranging from \$150 to \$600.
- *Not a golfer?* Come for the dinner portion only, \$225.
- Join the Committee! Committee members:
 - Help the non-golfers responsible for logistics with all things golf!
 - Monthly meetings from February – June

3. WIFFLE BALL FUNDRAISER

Every June, Civil Design, Inc. organizes a Wiffle Ball Tournament to benefit GSGBC. Civil Design graciously coordinates the tournament for architects and engineers and then donates the proceeds back to us! We are immensely grateful for the generosity of CDI. We have seen the success of the event and hope to expand with some help.

How to be Involved:

We would like to start a second day of the tournament to open it up for the broader community. If you're interested in getting a second day off the ground, we'll need volunteers to staff it, organize and promote it, and bring together 8-24 teams.

4. FRIENDS DRIVE

Send your network a personalized end-of-year appeal letter. Submit a list of prospective donors in the month of October (we'll give you a spreadsheet), and GSGBC will provide a template of an appeal letter than can be customized and tailored to your voice and audience. We will provide printed letters for you to sign at the November board meeting, then we will collect them and get them in the mail for you.

End of year a hard time for you to carve out the capacity to fundraise? We can work with you on an appeal letter at any time of year that works better for you.

5. 12 BARS OF CHARITY

12 Bars of Charity is a bar crawl with a mission to benefit local St. Louis charities! When you register for 12 Bars, you receive your chosen non-profit's sweatshirt and a shuttle that takes you to bars with drink specials. GSGBC is one of 8 non-profits that participates, which is held on a Saturday mid-December.

How to be Involved:

- Invite everyone you know to support our team sweatshirt!
- Sponsor - Those who register for our sweatshirts receive a small giveaway. Last year we did koozies, with sponsors listed on the back. If you'd like to make a \$250-\$500 donation, your name or business can be listed on our giveaway.
- Volunteer! We need volunteers to help hand out sweatshirts Friday night and Saturday all day. It is always a fun and festive time.

Additional Waze to Raise with no timeline:

1. **Lunch & Learns/Tours** - Invite your friends to visit GSGBC for a Lunch & Learn. You send the invites; we bring the lunch and a short presentation. Or schedule a time with the Development team to bring a donor or prospect in for a personal tour of GSGBC.
2. **Peer-to-Peer Campaign** - The beauty of peer-to-peer campaigns is that they're completely customizable to your schedule and network! Do a birthday fundraiser for GSGBC on social media. Invite your friends to donate on #GivingTuesday or #GiveSTLDay. Provide a match challenge for GSGBC to promote to the community.
3. **Bring your friends together!** - Host a get-together at a venue with a charitable component – lots of places will offer reduced hosting rates and/or fundraising opportunities (think \$1 to GSGBC from every Michelob Ultra sold). Organize a 50/50 raffle. Open up your home or pool for a "Parlor" Party. Whatever you're comfortable with and your friends will think is fun, GSGBC staff can help make it a reality.
4. **Corporate Matching** - Confirm whether your company will match any personal donations you make to GSGBC!
5. **Stewardship** - It's ALWAYS cheaper to work with a return donor than finding a new donor. Volunteer to help in the essential work of donor stewardship. Write thank you cards or make thank you calls to donors. We're hoping to build the infrastructure to start sending birthday cards to top donors on a regular basis, so let us know if that is something you'd like to help with!
6. **Underwriting** - Don't feel comfortable asking or don't feel like you have a network to ask, you can help underwrite the costs for acquisition mailings!
7. **Choose Your Own Adventure** - Have another idea? We'd love to hear it!